

How to Conduct the Campaign for Libraries for Our Soldiers and Sailors

It ain't the guns nor armament, nor fund that
they can pay,
But the close co-operation that makes 'em win
the day.
It ain't the individual nor the army as a whole,
But the everlastin' teamwork of every bloomin'
soul.

—Rudyard Kipling.

Library War Council

Appointed by the Secretary of War

Washington, D. C.

LIBRARY WAR COUNCIL.

Appointed by the Secretary of War.

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Executive Offices.

PUBLIC LIBRARY, WASHINGTON, D. C.

HAROLD BRADDOCK, Executive Director.

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DONALD P. BEARDSLEY, Assistant Treasurer.

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HOW TO CONDUCT THE CAMPAIGN.

The goal of \$1,000,000 manifestly is easy of achievement when each city subscribes an amount equivalent to 5% of its population. Thus, in a city of 10,000 population \$500 or more would be raised for the Library War Fund, a simple task under the leadership of the librarian and trustees.

The trustees of the local library, with ten other prominent men and women, will be appointed by the president of the trustees to serve as a local War Council. This War Council will direct the campaign in the city or town, appoint such officers as may be necessary, and be accountable to the Library War Council at Washington for all funds collected.

In each community the librarian of the public library will act as local campaign director.

There will be prepared at once by the local campaign director a complete list of prospective contributors and workers who will be ready to assist in the campaign. From this list the president of the local War Council will appoint ten key men and women. Each of this group of ten will act as chairman of a conference of ten other men and women, to be held at their respective homes or other convenient places on Thursday, September 20. Each one in attendance at these conferences will contribute one dollar or more for the Library War Fund, and agree to secure, if needed, ten additional workers, or, at least, ten contributions of one dollar or more for the fund.

The man who says it can't be done is
often interrupted by somebody doing it.

PLAN FOR CAMPAIGN ORGANIZATION.

Local War Council.

- a. Consists of trustees of local library board and ten key men and women. The campaign director a member ex-officio of this War Council.
- b. Has full power over all the work combined under the plan; appoints such officers as may seem necessary (secretary, treasurer, and publicity director) and is accountable to the Library War Council at Washington for all funds collected by team workers.

Campaign Director.

- a. Preferably the public librarian; otherwise a man or woman whose importance in the community and whose knowledge and sympathy with libraries and library work are matters of public acknowledgment.
- b. Compiles list of prospective contributors; directs the efforts of campaign workers.

Publicity.

- a. Good live newspaper men will be glad to volunteer for this work. They should attend all meetings and understand the whole plan thoroughly.

Meeting of War Council.

- a. Monday afternoon or evening, September 17.
- b. Campaign director explains the plan.
- c. The ten key men and women are appointed by the president of the War Council, to serve as chairmen of library conferences.
- d. Each of ten key men and women selects from prospect list the names of ten other leading men or women of the community, whom they will invite to a library conference to be held at their respective homes, or at other convenient places, on Thursday, September 20.

Library Conferences.

- a. Thursday afternoon or evening, September 20.
- b. Chairman explains the plan to the conference.
- c. Subscription blanks are furnished.
- d. Each one in attendance at conference, including chairman, contributes \$1 or more for Library War Fund.

Where there is no vision, the people
perish.—*King Solomon.*

- e. Each man and woman in attendance at the ten library conferences, except chairman, selects a list of ten women outside of the 110 in attendance at these conferences.
- f. Each of these 100 invited guests in attendance at these library conferences on Thursday, September 20, becomes responsible for securing ten or more additional contributions of \$1 or more each.
- g. Organization is extended in multiples of ten until a large enough corps of workers is secured.
- h. The method of solicitation by these 100 men and women is optional with the workers. They may invite ten guests to their respective homes on Monday, September 24, which is the opening day of Library War Fund Campaign Week, for a library conference similar to the conference which they attended on Thursday, September 20; or they may go out into the city and solicit their ten contributions at large.

Contributions.

- a. Library War Fund Campaign Week, beginning Monday, September 24.
- b. Prior to the campaign week substantial contributions are secured from the local library, as an institution; from the trustees, as individuals; from librarians and other members of library staffs; from fraternal, civic and business organizations; and from individuals who will make special contributions.
- c. Each community to set as its Library War Fund goal a sum equal to 5% of its population. This means \$1 or more from every twentieth person in the community.

Reports of Campaign.

- a. Reports are made by telegram, or mail, on the blanks provided for that purpose, on Tuesday, September 18; Friday, September 21; Monday, September 24; Wednesday, September 26; Friday, September 28, and Tuesday, October 2.
- b. All financial reports are made to the Library War Council, Public Library, Washington, D. C. Information regarding plan and details of campaign are obtained from State Headquarters.
- c. All money collected by campaign workers is turned over to local campaign director or treasurer.

Wisdom is knowing what to do next;
Skill is knowing how to do it;
Virtue is doing.

—David Starr Jordan.

- d. Local Treasurer deposits all moneys and checks locally, then writes daily check payable to the American Security & Trust Company, treasurer, and mails to the assistant treasurer, Library War Council, Public Library, Washington, D. C.

Printed Matter.

Before the campaign, printed matter has been furnished local War Councils by the national headquarters as follows: (a) Pamphlets for workers as to Why the \$1,000,000; (b) booklets giving campaign plans; (c) subscription blanks; (d) treasurer's record blanks; (e) report blanks.

CAMPAIGN ORGANIZATION COMPLETED.

Plans for the million-dollar War Fund Campaign have been completed. As one member of the Library War Council stated when the plan was placed before him, "This is the most perfect campaign organization with which I have ever been connected. The success of our undertaking is assured."

Not only has this campaign a strong national organization, but there is being built up a state and local organization of great strength. In a number of states the governors have appointed Library War Councils for the state. These consist of members of state library commissions and prominent men and women from various parts of the state. Local Library War Councils have been organized in a number of cities through appointment by the president of the local board of trustees, by the mayor of the city, or by the national Library War Council. These local War Councils consist of trustees of the local libraries, together with other prominent men and women.

An organization of this character will result not only in securing the funds needed for the present war service, but will have a survival value for library work everywhere that cannot be measured.

Object.

To raise a \$1,000,000 Library War Service Fund for the erection, equipment and maintenance of libraries in the thirty-two cantonments and training camps, and for books for mobilization camps, garrisoned troops, troops in trenches and on the march; field, base and camp hospitals, and all points at home and overseas where United States soldiers and sailors are assembled in force.

You cannot perform your patriotic duties by proxy.—*Col. C. A. Simmons.*

Resources.

1. Educational influence of previous War Fund campaigns.
2. 110,000,000 people loyal and liberal when they know the facts.
3. Library War Council, appointed by Secretary of War.
4. American Library Association War Service Committee, authorized by War Department Commission on Training Camp Activities.
5. National campaign organization consisting of expert staff at national headquarters and expert directors in field.
6. Three thousand members of American Library Association.
7. Five thousand libraries in the United States.
8. Trustees of local libraries; local librarians and other members of library staffs.
9. Voluntary service of public-spirited men and women in each community, not only willing to contribute, but glad to solicit funds for such a worthy cause.
10. Newspapers in each community eager for patriotic service.

National Organization.

1. Library War Council.
2. Library War Finance Committee of the A. L. A. War Service Committee.
3. National campaign director.
4. Twelve field directors.
5. Twelve division directors. A librarian selected in each of the several divisions to advise with the field director, assist in mapping out the state campaigns and arrange for meetings.

State Organization.

1. State War Councils.
Selected by the division directors and consisting of about 10 of the leading librarians, trustees or prominent people of the state who confer with division and field directors, plan state campaign, and see that a campaign is started in every city and town of the state.
2. State Campaign Director.
Selected by the State War Council and the executive officer of that Council.

Every day in our life is a day in our history.



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Not by the traditions of its history, nor by the splendors of its corporate achievements, nor by the abstract excellence of its constitution,—but by its fitness to make men, to beget and educate human character, to contribute to the complete humanity the perfect man that is to be,—by this alone each nation must be judged today.